MuseumExpo™ 2015 Application & Contract for Exhibit Space

American Alliance of Museums Annual Meeting & Museum Expo™ 2015 | Georgia World Congress Center, Atlanta GA

Meeting Dates: April 26–29, 2015 | Exposition Dates: April 27–29, 2015

Organization *Industry Partner ID#*

Company Contact (person for published listing) *Booth Contact*

Phone

Fax

Address (No P.O. boxes please)

City

State/Province *Zip / Postal Code* *Country*

E-Mail *Booth Contact E-Mail*

Website

The above information will be used for all published listings, billing, and correspondence. AAM maintains only one contact per each MuseumExpo™ 2015 Application & Contract for Exhibit Space.

EXHIBITOR LISTING UPGRADE

MuseumExpo.org offers both past and new Exhibitors many exciting promotional options. Exhibitors can log-on and make relevant updates and edits to their listings, make payments, review the floor plan, and they can take advantage of traffic building features for both their presence at MuseumExpo™ 2015 (hereinafter the "Exposition") and promotion leading up to the exhibition—such as uploading logos and linking to a website of their choice.

All Exhibitors can still choose among more than 50 product and service categories, and maintain a 25 word or less organization description. (Please see below for login details.)

An effective web presence increases brand and name recognition, the Alliance offers an Exhibitor Listing Upgrade for MuseumExpo™ for $100. The Exhibitor Listing Upgrade will let Exhibitors upload their logos, enter 50 word or less descriptions, choose up to five searchable products and service categories and link to their websites.

❍ Yes, we would like to take advantage of an Exhibitor Listing Upgrade.

ORGANIZATION DESCRIPTION

Previous Exhibitors, please visit www.museumexpo.org and login with your organization password to enter your 25 words (or less) products and services organization printed description. You can also edit your address, Products and Categories, and contact information.
New Exhibitors will be entered into the system, and a confirmation will be sent with your password to allow you to login to enter your description and make relevant changes. If password is misplaced, please e-mail museumexpo@aam-us.org. The online version can be updated and edited up until the Annual Meeting & MuseumExpo™.

BOOTH LOCATION

Please list your top six choices. The Alliance will make every effort to accommodate each applicant's preferred booth location. However, the Alliance cannot guarantee location requests, or contact you if your preferences are not available. The Alliance reserves the right to assign space subject to such parameters as booth structure or size and to rearrange the floor plan as deemed necessary in the Alliance's sole discretion. To view the floor plan, and booth availability, it is best to refer to our online Interactive Floor Plan—which can be viewed on www.museumexpo.org. Dimensions and locations on the Interactive Floor Plan are believed, but not guaranteed, to be accurate. Additionally, the Interactive Floor Plan is not guaranteed to be current at all times. For the most up-to-date booth availability please call 202-289-1818.

1st Choice *2nd Choice* *3rd Choice*

4th Choice *5th Choice* *6th Choice*

If possible, please locater our booth **near** the following companies:

*1.*_____ *2.*_____ *3.*_____

INSURANCE

Name of the insurance company providing coverage for theexhibiting company/organization at MuseumExpo™ (See MuseumExpo™ Terms and Conditions on reverse side, Section 12, for more information.)

Please fax completed Application & Contract to: 202-289-6578

BOOTH FURNISHINGS

All 10' x 10', 10' x 20', and 10' x 30' booths will include back and side wall draping and an identification sign at no additional charge. Carpet, tables, chairs, wastebaskets, electricity, A/V equipment, etc. and other furnishings / services are available for rent.

PAYMENT INFORMATION

A 50% non-refundable deposit is required with this application if you contract booth space by December 4, 2014. You will be invoiced for the remaining amount. Balance are due within 30 days of receipt of invoice. After December 4, 2014, applications must be accompanied by full payment.

CANCELLATION POLICY

Cancellations must be made in writing. Deposits are non-refundable. Refunds will not be made after December 4, 2014. See MuseumExpo™ Terms and Conditions, Section 4 for further clarification.

Rates	10' x 10'	10' x20'	10' x 30'	20' x 20'
Alliance Industry Partner Member*	$2,495	$4,422	$6,633	$9,072
Alliance Industry Partner Non-Member	$3,024	$5,420	$8,064	$11,088

Specialized Exhibit Area (Discounts do not apply to this area)

Alliance Non-Profit Organization	$2,042	$3,628	$5,445	$7,260
Federal Funding Agencies	$600	N/A	N/A	N/A

*In order to qualify for member rates,the applicant must be an Industry Partner member in good standing with the Alliance upon receipt of Application and must remain in good standing throughout MuseumExpo™.

CORNER BOOTHS ADD $300 FOR EACH CORNER TO THE ABOVE RATES.

Corner space will be assigned and billed if inline space is not available.

SELECT BOOTH SIZE ❍ 10' X 10' ❍ 10' X 20' ❍ 10' X 30' ❍ 20' X 20' ❍ OTHER

Booth Rate:	$ _____
Corner Fees (if applicable)	$ _____
Subtotal:	$ _____
Discount (as per Terms & Conditions):	$ _____
Exhibitor Listing Upgrade:	$ _____
Total Cost:	$ _____
Booth Rate:	$ _____
Less Deposit (***Non-refundable***):	$ _____
Balance Due:	$ _____

PRODUCT PREVIEW GUIDE LISTING

March/April 2015 issue of *Museum* magazine: ❍ $425 members ❍ $500 non-members

PAYMENT INFORMATION

❍ Check attached (make payable to American Alliance of Museums)

❍ Charge my credit card: _____(amount authorized)

❍ VISA ❍ MasterCard ❍ AmEx ❍ Discover

Charge for: ❍ Total Cost ❍ Deposit

Account # _____ Exp. Date _____

Name of Cardholder (Please print) _____

Signature _____

It is not the Alliance's policy to contact Exhibitors before we charge credit cards. If the completed Application is accepted by the Alliance the terms and conditions of the Application will become binding and the credit card listed above will be charged automatically.

ACCEPTANCE OF CONTRACT

Applications will not be accepted without proper payment or credit card authorization and signature. By completing this application, we/I have read and agree to abide by the terms of this Application and the Terms and Conditions of the Alliance Annual Meeting & MuseumExpo™ 2015. Acceptance of this application constitutes a contract.

Signature

Title *Date*

ALLIANCE USE ONLY

Date Received

Deposit Received *Check / CC Number*

Balance Received *Check / CC Number*

Confirmation Mailed ***Booth Assignment***

1. MUSEUMEXPO™ 2015 TERMS OF AGREEMENT: It is understood that the following terms are accepted as part of the contract between the American Association of Museums d/b/a the American Alliance of Museums (the "Alliance") and the Exhibitor listed in the MuseumExpo™ 2015 Application and Contract for Exhibit Space (the "Exhibitor") to rent exhibit space at the Alliance's trade show, Museum-Expo™ 2015. The MuseumExpo™ 2015 Application and Contract for Exhibit Space (the "Application") is attached hereto and its terms are incorporated herein. The Exhibitor and the Alliance may each be referred to as "Parties," or collectively, as "Parties" herein. It is agreed that the Exhibitor will abide by the rules and regulations as set forth in the terms of this agreement and the MuseumExpo™ 2015 Exhibitor Service Manual (to be provided to the Exhibitor no later than February 28, 2015), before, during, and after MuseumExpo™, and by other reasonable rules considered necessary by the Alliance and the Georgia World Congress Center.

Additionally, it is agreed that Exhibitor shall abide by any and all agreements made by and between the Alliance and the Georgia World Congress Center. and any and all rules of the Georgia World Congress Center.

The Alliance shall have the sole authority to interpret and enforce all rules and regulations included herein, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of MuseumExpo™. The Parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this Agreement.

2. ACCEPTANCE OF EXHIBIT APPLICATIONS: The character of the exhibit is subject to the approval of the Alliance MuseumExpo™ Show Manager. Only professional equipment and services related to the museum profession and industry may be displayed. The Alliance reserves the right to make such approval determinations in its sole discretion.

3. PAYMENT INFORMATION: A 50% non-refundable deposit is required with this application if you apply for booth space before December 4, 2014. The balance, of 100% of booth payment, is due by December 4, 2014. For booths reserved after December 4, 2014, full payment is required immediately and is non-refundable. Companies who have not paid in full by December 4, 2014 risk forfeiting their booth space. The Alliance will not apply credit toward future MuseumExpo™ or advertising opportunities with the Alliance. The Alliance reserves the right to deny participation in MuseumExpo™ if applicant is not in good standing with the Alliance.

4. EXHIBIT BOOTH CANCELLATION, REFUND & BOOTH REDUCTION POLICY: Exhibit Booth Cancellations: Cancellations must be received in writing. It is mutually agreed that by canceling exhibit booth space, the Exhibitor relinquishes all benefits included with the exhibit booth space, including the complimentary registrations and access to the attendee mailing list. Exhibit Booth Refunds: Deposits are non-refundable. If the Exhibitor cancels its booth before December 4, 2014, the Exhibitor will only receive a 50% refund (the equivalent of the deposit). Cancellations made before December 4 retain 50% of total booth fees due. Cancellations made after Dec. 4 retain 100% of booth fees due. No refunds will be issued for cancellations received after December 4, 2014. Booth reductions can be made; however, Exhibitors are responsible for 75% of their original booth fee. The difference in rates between the Exhibitor's initial booth rate/downsized rate cannot be applied to any other Alliance services. All booth reduction requests must be made in writing before December 4, 2014. Booth reduction requests will be honored as space allows.

5. LOCATION OF EXHIBITS/FACILITY: MuseumExpo™ will be located in Exhibit Halls B3 and B4 of the Georgia World Congress Center or in such other space as may be assigned by the Georgia World Congress Center.

6. UNION JURISDICTIONS:

a. Union laborers are responsible for: floor layout, carpet, drapes, rental furniture, decorating rental items, masking, aisle signs, hanging special signs, aisle carpeting, unloading and reloading freight, delivery of material to the exhibit booth, installation and dismantling of booths, and rigging.

b. Exhibit Installation and Dismantling: GA is a "right-to-work" state. Exhibitors have the option of utilizing the Official Service Contractor (who provides quality union labor from the Stagehands Union) qualified display houses or personnel from their own companies to install and dismantle displays. Full-time employees of the exhibiting companies may set their own exhibits without the assistance of union labor if they use company personnel, do not attempt to bring in "pick-up labor," comply with local and state fire, safety and insurance regulations, or comply with rules set by Exhibit Management. Any labor services that may be required beyond what your regular full-time employees can provide must be rendered by the union or an Exhibitor Appointed Contractor. Labor can be ordered in advance through the Exhibitor Marketplace or onsite at the NexxtShow Service Lounge. If an EAC is chosen, they must meet all regulations specified on the EAC form.

c. Material Handling: Exhibitors may handle their own freight subject to the following condition: Material can be hand-carried to and from the booth via accepted freight entrances. Hand-carried is defined as small cartons, packages or portable lap-top computers that usually weigh less than 30 lbs. Unions claim jurisdiction under all other circumstances. The use or rental of dollies, flat trucks, pallet jacks or other mechanical equipment is not permitted. NexxtShow will receive all exhibit materials and crates, with the exception of items exhibitors hand carry. NexxtShow controls access to the loading docks in order to provide for a safe and orderly move in/out. Unloading or reloading at the dock of any and all contracted carriers will be handled by NexxtShow. Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense. Fire Marshal regulations strictly prohibit the storage of empty containers in the exhibit hall. NexxtShow will store all empty crates and containers. Please refer to the Products and Services tab on the Exhibitor Marketplace, and click on "Access Storage" for more information.

d. Gratuities: Tipping is not permitted. This includes such practices as giving money, merchandise or other special consideration for services rendered. Our employees are paid appropriate wages denoting professional status. Please do not give breaks other than mid-morning and mid-afternoon, when the union has a scheduled 15-minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee should be reported immediately to the Exhibit Manager or a NexxtShow supervisor.

e. Safety: Standing on chairs, tables or other rental furniture is prohibited. Our furniture is not engineered to support your standing weight. NexxtShow is not responsible for injuries or falls caused by the improper use of our furniture. If assistance is required to assemble your booth, please order labor through our Exhibitor Marketplace, and the necessary ladders and tools will be provided.

7. BOOTH EQUIPMENT AND SERVICES PROVIDED: Back and side wall draping, and one identification sign (7" high x 44" wide) will be provided by the Alliance without cost to the Exhibitor if ordered at least 90 days prior to the start of MuseumExpo™. Furnishings including carpet, tables and chairs can be ordered at Exhibitor's expense. Adequate lighting will be provided in the exhibit hall; however, other services, such as compressed air and water, electricity, telephone and internet access will be provided by the Georgia World Congress Center at an additional charge to the Exhibitor's. Order forms for these services will be provided in the MuseumExpo™ Exhibitor Service Manual.

8. FLOOR PLAN: The Alliance retains the right to modify the floor plan to the extent necessary for the best interest of the Alliance and the MuseumExpo™. To view the most current MuseumExpo™ floor plan, refer to the interactive floor plan—which can be viewed at www.museumexpo.org.

9. SECURITY: Neither the Alliance nor the Georgia World Congress Center will be in any way liable or responsible for the loss, theft, or disappearance of personal or commercial property from Exhibitor's booth space or from the exhibit hall.

10. RULES AND REGULATIONS: Vendors who sell products and/or services to the museum community are not allowed to conduct or so-licit business in the Georgia World Congress Center, unless they have purchased exhibit booth space, rented an Exhibitor Forum or sponsored an exhibit hall special event at MuseumExpo™ 2015. Violation of this policy will result in the Alliance's refusal to accept any and all registrations and future registrations.

a. Exhibit Booth Structure: No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another Exhibitor. Exhibitors who wish to use any non-standard booth equipment, signs, decorations, or arrangements of display materials that in any way conflict with the stated regulations must submit two copies of a detailed sketch or layout (including all dimensions) no later than February 1, 2015 for approval by the MuseumExpo™ Show Manager.

b. Standard Exhibit Configuration (10' x 10', 10' x 20' and 10' x 30' booths): Exhibits must not be higher than 8' in the back and 4' on each side. Display fixtures over 4' high must be confined to the area of the exhibit booth which is within 5' of the backline. Nothing over 4' high can be within 5' of the aisle line (the front half of the booth). Hanging signage and other items from the ceiling is not permitted.

c. Island Exhibit Configurations: Island exhibits must not be higher than 16 feet (subject to Convention Center ceiling height.) Multi-story exhibits must be approved through stamp or signature of a structural engineer indicating that the structure is properly engineered for the proposed use. All island configurations and multi-story exhibits must be pre-approved by the Alliance MuseumExpo™ Show Manager and the Georgia World Congress Center.

d. Exhibit Materials: No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by the fire ordinance of the City of Atlanta. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. Balloons are not permitted in the exhibit hall.

e. Exhibit Booth Staffing: The Alliance and MuseumExpo™ requires that each organization open its exhibit booth on time each day at hours specified on the Alliance website, aam-us.org, and that all booths be staffed throughout the day until the hall closing announcement has been made (hours specified on aam-us.org). A $500.00 fee will be charged to Exhibitors who break down prior to the official close of the show. Exhibitors who break down prior to official closing will not be permitted to exhibit at future MuseumExpo™ shows. All booth personnel must be employed / contracted with organization contracting exhibit space from the Alliance.

f. Soliciting/Demonstrating: Soliciting or demonstrating by an Exhibitor must be confined to the Exhibitor's own booth and may not interfere with neighboring booths.

g. Contests/Raffles/Giveaways: Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of the Alliance MuseumExpo™ Exhibit Hall Manager. In conducting any pre-approved contest, lotteries, raffles, or games of chance, Exhibitor shall warrant that it has complied with all state and local laws and regulations for such activity.

h. Noise: The noise level from any demonstration or sound system should be kept to a minimum.

i. Destruction of Property: Nothing shall be posted on, tacked, nailed, screwed, taped, stapled, or otherwise attached to ceilings, columns, walls, floors, painted surfaces, or other parts of the building or furniture. No holes may be drilled, cored, or punched in the building. All property destroyed or damaged by an Exhibitor must be restored to original condition by the Exhibitor at the Exhibitor's expense.

j. Subletting Space: Booth share is prohibited. An Exhibitor may not assign, sublet, or apportion all or any part of the space allotted to him/her. Any materials other than those manufactured or distributed by the Exhibitor in the regular course of business may not be displayed by the Exhibitor or be allowed by the Exhibitor to be displayed by other persons or firms.

k. Decorum: The Alliance shall have the right to exclude or to require modification of any display or demonstration at Exhibitor's expense which, in the Alliance's sole discretion, it considers not proper or not otherwise in keeping with the character of MuseumExpo™. Exhibitors shall be bound by the decisions of the Alliance MuseumExpo™ Management in all matters related to the Expo.

11. CANCELLATION OR RELOCATION OF THE ANNUAL MEETING AND MUSEUMEXPO™: In the event of cancellation or relocation of the Alliance Annual Meeting and MuseumExpo™ due to circumstances within the Alliance's control, the liability of the Alliance shall be limited to a refund of deposit fees paid to the Alliance by the Exhibitor. In the event the Alliance has no control over the cancellation or relocation of the annual meeting and MuseumExpo™ the Alliance shall have no liability of any kind for deposits or fees paid by the Exhibitor.

12. LIABILITY AND INSURANCE: The Alliance shall not be liable for loss or damage of any property of Exhibitor which Exhibitor may suffer during installation or removal or during the annual meeting and MuseumExpo™ itself by reason of bur-glary, fire, accident, or any destructive cause. Insurance, if desired, must be procured by the Exhibitor. Exhibitor shall, at its own expense, secure and maintain through the period of the annual meeting and MuseumExpo™, inclusive of move-in and move-out days, commercial liability insurance with combined single limit of at least $1,000,000.00 each occurrence for bodily injury and property damage. Such insur-ance shall name the following: American Alliance of Museums, the Georgia World Congress Center, and the City of Atlanta, and their respective members, officers, agents, and employees. At least 60 days prior to the move-in date, Exhibitor shall provide the American Alliance of Museums with Certificate of Insurance as evidence of coverage.

Indemnification and Waiver: Exhibitor agrees to indemnify, hold harmless and defend the American Alliance of Museums, the Georgia World Congress Center, and the City of Atlanta, and their respective members, officers, directors, agents, and employees ("indemnities") from and against all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, or invitees.

The Alliance shall not be liable for any failure to deliver space to an Exhibitor or for the loss of allotted space of an Exhibitor, who has contracted for exhibit space, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any cause beyond the Alliance's control.

13. RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY: The Alliance reserves the right to remove from MuseumExpo™ hall premises any or all of the property of the Exhibitor should the Alliance Annual Meeting and MuseumExpo™ be canceled or relocated or should the Exhibitor violate any of the conditions of the Exhibitor's agreement including terms herein. This right may be exercised without prior notice or hearing.

14. MUSIC LICENSE PATENT, COPYRIGHT, OR TRADE SECRET: The Exhibitor agrees to hold the Alliance, its officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from or out of any violation or infringement (or claimed violation or infringement) by Exhibitor, Exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.

15. TRADEMARK LICENSE; MUSIC & OTHER INTELLECTUAL PROPERTY TERMS: The Alliance hereby grants to Exhibitor a limited, revocable, non-exclusive, nontransferable license without the right to sublicense to use the trademarks set forth below (hereinafter individually and collectively re-ferred to as the "Alliance Exhibitor Marks") in connection with Exhibitor's booth at MuseumExpo™. Exhibitor may use the Alliance Exhibitor Marks to advertise and promote itself as an exhibitor at MuseumExpo™ from the date of the Alliance's acceptance of this Application through the last day of MuseumExpo™. For quality control purposes, all uses by Exhibitor of the Alliance Exhibitor Marks shall be subject to the prior approval of the Alliance, and shall be consistent with any guidelines established by the Alliance regarding third-party use of its logo.

American Alliance of Museums™
Exhibitor

Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photo-graphs, or other copyrighted material in exhibit booths or displays. Exhibitors playing, broadcasting, or performing music or displaying any other copyrighted material, such as photographs or other artistic works, must present upon request of show management satisfactory proof that the Exhibitor has, or does not need, a license to use such music or copyrighted material.

The Alliance condemns intellectual property infringement and counterfeiting; however, as a neutral organizer of MuseumExpo™, the Alliance cannot get involved in exhibitor disputes or provide legal advice. Exhibitor agrees not to sue or threaten to sue the Alliance for contributory infringement or any other theory that the Alliance is indirectly or secondarily liable for a violation of intellectual property rights (e.g., trademark, copyright, or patent) by a third party.

Exhibitor warrants that it is the owner or licensee of all intellectual property used by Exhibitor at MuseumExpo™ or in promotion thereof. Exhibitor agrees to defend, indemnify, and hold harmless the Alliance, their officers, directors, employees and agents, harmless from all loss, cost claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from or out of any dispute involving intellectual property owned or used by Exhibitor at MuseumExpo™ or in promotion thereof.